

ORDER



Orders
Order / Rev: 55184
Alt Order #: 9813988 /Brad
Product Desc: Tom Smith for Senate
Estimate: 259
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/10/12 / 09/10/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/17/12 | 41 | \$14,365.00 | \$12,210.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 41 | \$14,365.00 | \$12,210.25 | 0.00 |
| Totals | 41 | \$14,365.00 | \$12,210.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------------|-------|-------------|
| WHP-TV CBS21 | 23% | \$14,365.00 |
| Market | 100% | \$62,456.52 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| EHP | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGAL | 50% | \$31,228.26 |
| WHTM | 15% | \$9,368.48 |
| WLYH | 0% | \$0.00 |
| WPMT | 12% | \$7,494.78 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|----------|----------|---|-------|----------------|-----------|-----|-------|----------|-----|------|------|-------|------------|
| N 1 | WHP | 09/12/12 | 09/17/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M- WTF- - | :30 | 3 | \$325.00 | P-2 | 0.00 | NM | 3 | \$975.00 |
| N 2 | WHP | 09/12/12 | 09/17/12 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | M- WTF- - | :30 | 2 | \$150.00 | P-3 | 0.00 | NM | 2 | \$300.00 |
| N 3 | WHP | 09/12/12 | 09/17/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | M- WTF- - | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| N 4 | WHP | 09/12/12 | 09/17/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | M- WTF- - | :30 | 3 | \$110.00 | P-3 | 0.00 | NM | 3 | \$330.00 |
| N 5 | WHP | 09/12/12 | 09/17/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | M- WTF- - | :30 | 4 | \$125.00 | P-3 | 0.00 | NM | 4 | \$500.00 |
| N 6 | WHP | 09/12/12 | 09/17/12 | | CM | 7p-730p | M- WTF- - | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$1,200.00 |

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Advertiser: Smith/R/Senate
Product Desc: Tom Smith for Senate
Estimate: 259

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|-----|-------------------|-----------------|--|-------------------|--------------------------------------|-------------|---------------|-------|------------|-----|------|--------|-------|-------------|
| | | | | M-F 7p-730p M-F 7p-730p | | | | | | | | | | | |
| N 7 | WHP | 09/12/12 | 09/17/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | M-WTF-- | :30 | 2 | \$450.00 | P-3 | 0.00 | NM | 2 | \$900.00 |
| N 8 | WHP | 09/12/12 | 09/17/12 | M-F 11p-1135p News CBS 21 News at 11p | CM | 11p-1135p | M-WTF-- | :30 | 3 | \$150.00 | P-3 | 0.00 | NM | 3 | \$450.00 |
| N 9 | WHP | 09/12/12 | 09/17/12 | Letterman Letterman | CM | 1135p-1235a | M-WTF-- | :30 | 5 | \$70.00 | P-3 | 0.00 | NM | 5 | \$350.00 |
| N 10 | WHP | 09/12/12 | 09/17/12 | Fri Reg 2 Fri 9p-10p | CM | 9p-10p | ----F-- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| N 11 | WHP | 09/12/12 | 09/17/12 | Sa-Su 6p-630p News Rd CBS 21 News at 6p | CM | 6p-630p | -----SS | :30 | 1 | \$80.00 | P-3 | 0.00 | NM | 1 | \$80.00 |
| N 12 | WHP | 09/12/12 | 09/17/12 | Sa-Su 11p-1130p News CBS 21 News Weekend | CM | 11p-1130p | -----SS | :30 | 1 | \$90.00 | P-3 | 0.00 | NM | 1 | \$90.00 |
| N 13 | WHP | 09/12/12 | 09/17/12 | CBS Sun Morning CBS Sun Morning | CM | 9a-1030a | -----S | :30 | 1 | \$70.00 | P-4 | 0.00 | NM | 1 | \$70.00 |
| N 14 | WHP | 09/12/12 | 09/17/12 | Sun Reg 1 Sun 7p-8p | CM | 7p-8p | -----S | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| N 15 | WHP | 09/12/12 | 09/17/12 | NFL RS Game Eagles NFL RS Game Eagles | CM | 1:00 PM-4:00 PM (1:00 PM-4:00 PM) | -----S | :30 | 1 | \$1,000.00 | P-4 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S | 1 | | \$1,000.00 | 0.00 | | | | | | | |
| N 16 | WHP | 09/12/12 | 09/17/12 | Fri Reg 1 Fri 8p-9p | CM | 8p-9p | ----F-- | :30 | 1 | \$750.00 | P-3 | 0.00 | NM | 1 | \$750.00 |
| N 17 | WHP | 09/12/12 | 09/17/12 | NFL RS Game Steelers NFL RS Game Steelers | CM | 1p-7p | -----S | :30 | 1 | \$1,000.00 | P-4 | 0.00 | NM | 1 | \$1,000.00 |
| N 18 | WHP | 09/12/12 | 09/17/12 | Fri Reg 3 Fri 10p-11p | CM | 10p-11p | ----F-- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| N 19 | WHP | 09/12/12 | 09/17/12 | Wed Reg 3 Wed 10p-11p | CM | 10p-11p | --W---- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| N 20 | WHP | 09/12/12 | 09/17/12 | Sun Reg 4 Sun 10p-11p | CM | 10p-11p | -----S | :30 | 1 | \$950.00 | P-3 | 0.00 | NM | 1 | \$950.00 |
| N 21 | WHP | 09/12/12 | 09/17/12 | Sat Reg 1 Sat 8p-9p | CM | 8p-9p | -----S- | :30 | 1 | \$200.00 | P-4 | 0.00 | NM | 1 | \$200.00 |
| N 22 | WHP | 09/12/12 | 09/17/12 | SEC Day Game SEC Football Day Game | CM | Various | -----S- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 2 | \$400.00 |
| | | | | | | | | | | | | | Totals | 41 | \$14,365.00 |